

Welcome to the Elks!

F. Auerbach & Bro.

Extend the hospitality of Salt Lake's most popular and most progressive dry goods house to our guests the "Elks," their friends and the ladies accompanying them.

The Charm of Newness and Beauty

And Beauty greet you in every Aisle and every Department every hour. New Styles and New Fashions are unfolded. Utah's Best Trading Mart was never so interestingly full of Newest Merchandise—never so attractive to Economical Folks—never so ready to serve our public best as now.

F. Auerbach & Bro.
The Store
For
The People.
For
All The People.
Everything New
Strictly
One Price
To All Our
Motto.

Charming New Silks

BEAUTIFUL AND DIVERSIFIED, MATCHLESS IN THE WEST, UNEXCELLED ANYWHERE.

This gathering is but the result of our expressed purpose to make it just what it is—the most comprehensive and exclusive exposition of these silky textiles in the entire west.

Laces and Dress Trimmings.

FIRST SHOWING OF THE NEW AND EXQUISITE NOVELTIES.

Adequate description of the entrancing assortment of trimmings, garnitures and laces, imported by us for this season is impossible in newspaper space. Our utmost efforts have been exerted to show the daintiest creations of the trimming world, and the essential point of prices has also been given the greatest consideration. We display exclusive designs—A truly rare exhibition of the best the world supplies.



AUTUMN NEWNESS

In our Cloak and Suit Room. Elegant Autumn and Winter Attire. The new autumn fashions hold court here—their choicest in woman's apparel is here on exhibition. Garments which have that undefinable elegance so distinctive and altogether different from those to be seen elsewhere—Fashion's fairest creations. Besides exclusiveness in design we claim **EXCEPTIONALLY LOW PRICES.**

AUTUMNAL.

NEW BLACK AND COLORED DRESS GOODS. A SUPERB ASSORTMENT OF NEW STYLES.

Artistic, Choice, Lustrous Fabrics, New Weaves, New Colorings, Rich Tones, Charming Combinations, Crispy Newness that will tempt those with an eye to the beautiful. All at prices that will most agreeably surprise you by their smallness.

Notes of the New Flannels & Waistings

The newest imported patterns from the most reliable makers, selected with discretion and taste.

THEY'LL BE THE FAD THIS SEASON, and every woman will be looking for pretty waist materials.

OUR FLANNEL DEPARTMENT always has been, and is this season, headquarters for the lovely woolen fabrics that come on purpose for Waists. Would advise an early selection, as they cannot be duplicated this season.

Observe beautiful window display of novelties.

A Regular Fairyland of Ribbons.

Our Ribbon Department is full of them—Beautiful Fall Novelties of almost every width and color and shade—plain and elaborate. Come and see them whether you want to buy or not.

LADIES' NEW NECKWEAR.

Never had so many Pretty Things in Swell Neckwear as now. Very choice ideas, from the best makers, and at prices that will make buying **EASY.**

New Domestic.

An appreciation of our large and varied stock can only be had by a personal inspection. Our showing this season is much larger than we have heretofore made and includes many lines specially manufactured for us in various grades from the modestly priced goods to the finest qualities.

New Millinery.

Do not fail to visit this department. Herein is shown the most exclusive line of French and American pattern Hats ever exhibited in this city—Creations of Millinery loveliness in rich Autumn shades—veritable masterpieces of the genius and execution of foreign and New York artists, together with our own milliners' exquisite conception promise an exposition of headwear surpassing in beauty and attractiveness the displays of all former seasons.

IN OUR Drapery Dep't.

We are showing this season a larger variety of all the newest curtains with a greater price range than ever before. Curtains rich and artistic in design—a collection that will delight all lovers of beautiful draperies.

A Complete Showing Of all the New Fall Styles in our Boys' Clothing and Furnishing Department.

EVERYTHING NEW—Tables upon tables piled high with the best creations of the best Boys' Tailors in America. They are brightest styles produced by the most famous manufacturers of juvenile apparel. We invite the closest examination on the part of parents—of these goods and prices, knowing beforehand what the verdict will be—"Best—Cheapest."

Our New Shoe Department.

Everything New, Stylish, Up-to-Date and Serviceable in Ladies', Misses', Boys' and Children's Warranted Shoes is to be found in our Shoe Dept.

The Best Makes from the world's best factories and Every Pair Warranted. Remember, we have NO old stock.



Every Shoe in our store has been made for us this season. It will pay you to visit our Shoe Department.

New Comforts.

They are fine, choice, splendid Comforts—they were made by as good Comfort makers as the country holds—and made well. They were wisely chosen, wisely bought and liberally priced.

New Blankets.

Bed Blankets of every conceivable sort—beautiful to the eye, soft to the touch. Made by the best mills in the land. Our Wool Blankets are made from pure, clean, thoroughly washed, odorless wool and they are marketed at the lowest prices in the city.

Mail Order Dept

is a salient interest of this business. Your questions or requests are never ignored. Write to us freely. We'll answer you promptly. We fill all orders on the same day they reach us. No order so small that we do not carefully cater to it. No order so large that its details escape our attention.

We are Headquarters for **Butterick Patterns.** Illustrated Catalogue of Patterns **FREE OF CHARGE.**

New Linens, New Bedspreads, New Sheets and Pillow Cases.

New Nable Damasks that'll interest you in qualities and prices. New Napkins that are unmatched at the prices we ask. New Towels in variety unequalled. New Bed Spreads in all the rich and novel effects and all the latest ideas in Sheets and Pillow Cases.

OUR NEW Fall Catalogue

will be ready October 1st. Send us your name and address and we'll mail you a copy free. Ninety-six pages of useful information, together with illustrations, descriptive matter and prices of everything in the Dry Goods world.

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